

Branded Restaurant Operations

February 2007



Welcome

It's 2007 and we're back and better than ever! We've got another great edition of *E-News* lined up, filled with lots of great ideas and tools for your "Success". Speaking of success...

If there's no secret formula to success in business, why do so few business managers ever achieve it? Why is it so elusive? In sports you're only as good as your last game. In our business you're only as good as your last function, or meal served. So as a business manager what do you need to do to be successful?

First and foremost, if you **improve profitability** by either increasing revenue or decreasing/controlling expenses, you're off to a good start. You'll now have the dollars available to **improve facility standards**. Maybe it's new tables and chairs, maybe a new piece of equipment that will allow you to better serve the guest, or offer a new service. When you're re-investing in your facility your ability to **improve product quality** is enhanced. Now that you're producing and delivering quality products/services your team's morale improves which will **improve team member job satisfaction**. Good working conditions and happy crew members help you to **improve guest satisfaction**. When you've got happy guests you've got repeat customers and that helps you **improve profitability** and the cycle begins again!

Unfortunately the opposite is true; no profit, yields zero reinvestment, which lead to run-down facilities, poor product quality, disgruntled crew members serving unhappy guests and no repeat business. This downward spiral continues until you go out of business. Not a pretty picture. Instead, let's all aspire in 2007 to grow our businesses to new heights!

Here's to your "Success in 2007"!

Roger Weger
Chief, Branded Restaurants Division

Upcoming Grand Openings

We currently have one scheduled Grand Opening at Fort Carson, CO (Java Café on 22 February). Look for this story and more in our March edition of *E-News*. (POC: Trace Kea (703) 681-5255 or email: trace.kea@us.army.mil)



Proper PICKLE Practice makes Perfect!

When it comes to our business...practice makes perfect through a planned training program!

Since our last gathering right here in PICKLE land, have you thought further on formalizing your training program to create perfect consistency and quality service? What we talked about creating was a step-by-step training regimen that your chosen PICKLE people will utilize in developing our newcomers to the team. We do that by selecting those folks currently on staff that can get the training job done both efficiently and properly.

Start by having those key players focus some attention on writing down what they do as they go about a typical day on the job. If you've already been there-done that with them, you're on your way to discovering meaningful ways that they can improve upon what they do and create further efficiencies in their respective jobs. In the process, I'll wager you also discovered that in recognizing the good work they do and valuing their opinions, you've further fostered loyalty and dedication to the mission in improving guest service.

Now, where does all that nitty-gritty how-to info lead? It leads directly to updated and accurate performance standards! If you already have them, that's ok..., they may be in need of some timely fine-tuning in any event. Once more fully developed, the detailed performance standards will serve as the source documents by which each job's training outline is based. **The performance standards are where we define which practices make perfect!**

PICKLE me this: **Are your current performance standards primarily paper propaganda or will you begin to use them in the purposeful pursuit of practice makes perfect?** If we expect our people to perform at their peak and provide tip-top guest service, let's resolve to ensure we provide our trainers with the tools to do that job properly...starting with thorough performance standards as the basis.

Tune into next month's edition, as we'll further refine our written performance standards as we continue to develop our in-house training program.

Until then, remember...a PICKLE a day helps build a high-performing team and keeps our guests coming back to your operation for more great food and fantastic service! (POC: Brad Puterbaugh (703) 508-2593 or email: brad.puterbaugh@us.army.mil)

New Lane Food Service Hits the Spot at Redstone Lanes Strike Zone

Great guest service with a smile has been the biggest part of Redstone Lanes' mission for over 25 years. The Strike Zone staff and management of Redstone Arsenal's 7 million dollar bowling and family entertainment facility have recently added a new twist to their famed reputation—lane food service for bowlers. Redstone Lanes' Jennifer Mendoza, a staff bartender and server, has been operating this new service since mid-October when the fall leagues began.

Explaining how the new service works, Mendoza says, "Guests just push the button at the table. I come over and greet them, then they order right there at their lane. I check on them periodically while I hold the Strike Zone Restaurant buzzer for them. Then, I simply carry their order to them when their buzzer signals that the food's ready." By simply presenting a credit card, bowlers are able to run a

tab during the evening and pay at the end of the night, which has become a huge success. "They're really excited about the convenience of it. The league bowlers don't like to leave mid-game, so this service has become especially popular with those who would not even think about leaving their lanes otherwise," said Mendoza.

Mendoza further states, "Many guests have said they don't know what they did without me. They're really happy to have the lane food service here as a new part of their Redstone Lanes Bowling Center. I know it's something worthwhile when I experience customers stopping me in the mall to ask if I'll be working at Redstone Lanes later that night." For details on this and other MWR programs and events on Redstone Arsenal, go to www.redstonemwr.com. (POC: Adrian Baker, MWR Sales & Marketing (256) 955-7399 or DSN: 645-7399 or email: adrian.baker@us.army.mil)

WHERE'S YOUR COPY?

Like Redstone Arsenal Strike Zone, if you want to take your guest service to the next level while increasing your revenue and profits, then the MWR Branded Restaurants Lane Food Service Program may be exactly what you need. Lane food service is when you provide your bowlers the opportunity to place and receive their food and beverage orders lane side. It can also provide other services to your guests, i.e. assistance with scoring, answers to questions about other bowling center programs, such as Late Night Bowling, Birthday Parties, etc.

You may be thinking to yourself, "Sounds like a great idea...but I'll never find the time to figure out how to get it going". We've done it for you. MWR Branded Restaurant Operations has created a "How To" manual for Bowling Center Lane Food Service Operations. This manual will take you through the process of implementing the program in your bowling center to increase revenue and exceed guest expectations. If you don't have a copy of the Strike Zone Bowling Center Operations Lane Service Program Manual yet, ask your Area Manager for one. (POC: Naomi Falsetto (703) 681-5210 or email: naomi.falsetto@us.army.mil)

Marine Corps Recruit Depot Eastern Recruiting Region, Parris Island Opens MWR Branded Restaurant's 7th Java Café

Marine Corps Recruit Depot Eastern Recruiting Region Parris Island (MCRD/ERR) opened the latest MWR Branded Restaurants Java Café, on Thursday, 30 November 2006. This is the 7th Java Café to open for Branded Restaurants, the third kiosk location and the first featuring Seattle's Best Coffee for the concept. This is the first FMWRC Branded Restaurant on MCRD/ERR Parris Island. Overall, the unit marks the 64th MWR Branded Restaurants for the world-wide family.

The grand opening began at 0630 with our first guests enjoying a great tasting cup of coffee and pastries. MWR Branded Restaurants Chief of Food Operations, Mr. Bill Sewell, presented Mr. Robert Mullen, MCCS-SC, the official MWR Branded Restaurants Java Café certificate. Throughout the day guests



From Left to Right: Barry Pinsky, Sr. Chef-FMWRC, Katie Gottschalk, Manager-MRCD P.I., Kathy Eckard, MRCD-P.I., Jaimie Hentze, MRCD-P.I., Michael Amarosa, SE Area Manager-FMWRC.

enjoyed coffees, lattes, cappuccinos, mocha's and signature Javaccino's. In addition to the beverages, guests enjoyed a variety of biscotti's, super-sized muffins, cookies, and cinnamon rolls. Hundreds of Marines, families and civilians enjoyed the offerings and the wonderful guest service provided by the Java Café team members.

Guest comments which included: "outstanding", "tasty", and "incredible" riddled the air regarding the offerings. Joan, a proud mom of one of our newest Marines, expressed, "These muffins are gigantic and so moist. Look at the size of the chocolate chips! ". As the Java Café family grows, so does the buzz regarding the pastry line. The location for the new Java Café is one that almost every visiting family member will pass while enjoying the Visitor Center. With the outstanding product and the beautiful cart, we continue to show all service members and their families once again how much we care in exceeding their expectations and delivering top notch branded programs.

The project began in May 2006 and was a locally funded project. Overall cost for the project was \$60K. First day sales brought in \$1,200 with 325 guests be served.

This particular Java Café location is open three days a week, Wednesday & Thursday, 0630 – 1700 and Friday 0630 – 1500. (POC: Roger Weger (703) 681-5224 or email: roger.weger@us.army.mil)

Unit Managers Training

In our continuous effort to operate more efficiently and wisely utilize vital NAF resources, we'll be starting a new Unit Manager Training initiative in CY2007. Our Comprehensive Unit Managers Training will be conducted every two years (versus yearly as has been done in the past). For FY07, instead of our usual Unit Manager Training, we will partner with IMCEA to conduct a team meeting and training at the NRA in Chicago. By partnering with IMCEA and conducting our team meeting and training in conjunction with the NRA, we leverage the benefits of IMCEA sponsored training, associated larger attendance, and a consolidated awards banquet.

We're currently attempting to gain total trip funding for one individual from each of our "Best in Class" award winning installations, and also to fund the IMCEA registration fee for one individual from each of our other Branded Restaurant Operations. We will additionally fund one individual from each respective Region. There will be more information published shortly on our 2007 meeting, but I wanted to provide some advance notice that we would not be conducting our usual Unit Managers Conference in 2007. However, we're tentatively planning on conducting our Comprehensive Unit Managers Training Session in early February 2008 at the Shades of Green. (POC: Jeff Willis (703) 681-5227 or email: jeff.willis@us.army.mil)

Getting Back to Basics: Proper Heating and Reheating Procedures for Chili, Soups and Sauces

There is a proper way and an improper way to heat and reheat our Branded Restaurants chili, cheese sauce, pizza sauce, marinara sauce, soup, etc. on a daily basis. .

Improper Heating and Reheating Procedures:

Putting an item in the pan then in a hot well or steam table, turning on the heat and heating the item until needed.

Proper Heating and Reheating Procedures:

The best way to heat any of these items is to put the item in a sauce pot under med-low heat on a burner. Use a rubber spatula to stir the item often to avoid sticking, scorching, burning, discoloration of the item due to metals (spoon and pot surfaces) rubbing against each other, and assist in distribution of the heat throughout the item.

After a few minutes of heating and stirring the item the heat can be turned up but the item must be stirred often to avoid sticking, burning. Using a thermometer, take the temperature of item being sure to clean and sanitize the thermometer after each use. Heat the item until the temperature reaches 165 degrees Fahrenheit for 15 seconds within 2 hours.

While the item is being heated the hot well or steam table should be filled water to the proper level and turned on. This will ensure that the temperature of the item heated will maintain its holding temperature of 140 degrees Fahrenheit or above.

When the item being heated has reached 165 degrees Fahrenheit or above for 15 seconds, heat the holding pan, usually a 6" deep 1/3 pan, by filling it with hot water and letting the water heat the pan for a few seconds before draining. This will also help in maintaining the temperature of the heated item while being transferred to the hot well or steam table.

Once the item has been placed in the hot well or steam table the temperature should be taken every 2 hours to ensure that the item is held at 140 degrees Fahrenheit or above. If the item is below 140 degrees Fahrenheit it must be reheated to 165 degrees Fahrenheit for 15 seconds within 2 hours before it can be served.

After each shift (between lunch and dinner) the item should be put into new heated pans to avoid crust build up. Also check and refill, if necessary, with hot water the hot well or steam table.

Using proper heating and reheating procedures will ensure a safe and hot item to be served when needed. Remember, it's everyone's responsibility to ensure the safety of our guests. By practicing the above ServSafe methods, you'll be well on your way to providing safe and wholesome food to your guests. (POC: Tony Marko (703) 681-3818 or email: tony.marko@us.army.mil)

Test Your ServSafe Knowledge (See Page 8 for Answers)

1. Foods must be heated or reheated to:
 - a) 140 degrees Fahrenheit for 20 minutes
 - b) 165 degrees Fahrenheit for 15 seconds
 - c) 212 degrees Fahrenheit for 5 seconds
 - d) 155 degrees Fahrenheit for 2 hours
2. What is the maximum amount of time you have to heat or reheat food?
 - a) 1/2 hour
 - b) 1 hour
 - c) 1 1/2 hours
 - d) 2 hours
3. What is the proper temperature for holding hot food?
 - a) 140 degrees Fahrenheit or higher
 - b) 155 degrees Fahrenheit or higher
 - c) 165 degrees Fahrenheit or higher
 - d) 121 degrees Fahrenheit or higher

2006 Fantasy Football

The 2006 Fantasy Football promotion has concluded at (12) MWR clubs. The promotion was sponsored by MJM Sports which features a fantasy sports kiosk that allows managers to run automated fantasy sports leagues via a walk-up kiosk in MWR clubs. In addition, two of the kiosk clubs have a 42" plasma screen scoreboard that rolls current standings, and ads about upcoming fantasy sports events. The 2006 promotion ends a two-year sponsorship with MJM Sports. FMWRC Business Programs funded weekly prizes at each of the (12) installations and funded weekly Army network wide prizes for top scorers in the You Pick game and Quick Pick game. 22,786 rosters were submitted over the course of the season at the (12) installations. The cumulative season wide winners of each contest were playing for a flat screen television with a full surround sound system. The winners for 2006 are coincidentally both from Fort Irwin Outer Limits Sports Bar. Upon verification of eligibility, the winning contestant's names will be released in the forthcoming days. (POC: Kristen Kea (703) 428-6119 or email: kristen.kea@us.army.mil)



For more information about these promotions and upcoming promotions from Events Division, check out www.mwrpromotions.com.

Promotions Update

MWR Branded Restaurant guests will be treated to two new food promotions featuring the Philly Cheese Steak Calzone and the Big Chicago Beef Sandwich. The promotion started January 1st and will run through 30 April. Our

previous Calzone promotion was a success, so we decided to offer another variety. The new Philly Cheese Steak Calzone combines the best of our menu's Basic Food Groups---Philly Sandwiches and Pizza. Guests will be eased of any dilemma; "What do I want? Pizza or Philly?" We've rolled the two into one tasty combination that's fun to eat. One word of advice to restaurant operators---be sure to serve those calzones with the right sauce---Marinara, not Picante! ...Marinara!



The Chicago Beef sandwich is a hunka-burnin' love for roast beef aficionados. It's a hefty pile of tender, sliced roast beef; drizzled with au jus and sprinkled with a zesty jardiniere (that's fancy talk for spicy pickled veggie topping).

We hope that you'll enjoy serving the new promotions as much as your guests will enjoy eating them! (POC: Sharon Bertschi (703) 508-5894 or email: sharon.bertschi@us.army.mil)

What's New from Virginia?

What a great start to 2007! I want to thank you for your input and calls this past month and please keep them coming. Yes, we're now a "One Stop Shop, Serving Those Who Serve" and like all good teams, we need your support and assistance to achieve excellence and success in our programs.

I hope that since the holidays you've had some time to visit our Website. Hope you enjoy the easy to navigate, user friendly tools that link you to our PRA Website Fulfillment Center. We are extremely proud of this site; our Unit and Installation Marketing Managers have provided great feedback that will allow us to continuously improve an already phenomenal tool. We owe special thanks and gratitude to Ms. Sharon Bertschi for her extraordinary efforts. Now each of you has the ability to download artwork and a myriad of tools with just a click of a mouse. Also, I'd like to inform you that Mr. Trace Kea is now managing and coordinating the PRA Website Fulfillment Center. Thank you Trace for your efforts in ensuring we are the "First Choice."

Since last month's E-News, we have linked our "Sales and Promotions" and "Unit Manager Tools and Help" to our website at the following URL: http://www.armymwr.org/home/Show_file.asp?fileID=981 . Additionally, we have linked our Presentations and Events: Grand Openings, Meetings and Conferences, and Video Gallery to the following URL: http://www.armymwr.org/home/Show_file.asp?fileID=980.

We are at 95 percent completion of our MWR Branded Restaurant Operations Website make-over and our Internal Customer based webpage is approximately 85 percent complete. We are currently working on the External Customer portion of our Website that includes Entertainment and Dining. Enjoy exploring MWR Branded Restaurants at: <http://armymwr.com/portal/recreation/entertainmentdining.asp> .

We are thankful to the special talents and skills of Rob Dozier for making this something special. Also, thanks to Ms. Kristen Campbell who has been instrumental in our marketing efforts to feature our restaurant concepts. Wow, as you can see, January has been an exciting month for us all!

In closing, please continue providing feedback, as this provides a gauge to better serve and support you! But before I close, as you all know, Valentines Day is just around the corner. Psst.....don't miss the opportunity to take your special loved one(s) out to dinner at one of our Branded Restaurants—they're ready to serve you, and hopefully cupid will do the rest!

http://www.armymwr.org/home/Show_file.asp?fileID=455 Happy Valentines Day! ...and till next month! (POC: Virginia Gouin (703) 681-5212 or email: virginia.gouin@us.army.mil)

Anniversaries

17 February 2005 – Strike Zone, Fort Stewart, GA celebrates their 2 year anniversary
14 February 2005 – Strike Zone/Habanero, Yongsan, Korea celebrates their 2 year anniversary
27 February 2005 – Reggie's, Yongsan, Korea celebrates their 3 year anniversary
28 February 2002 – Strike Zone, Heidelberg, Germany celebrates their 5 year anniversary
15 February 2001 – Reggie's Beverage Co., Camp Stanley, Korea celebrates their 6 year anniversary

Transitions

Tina Hudson recently joined the Business Programs, Food & Beverage Operations team to perform a variety of analytical duties to include administrative and program support, resource management

and analysis functions. Tina previously served as a Budget Analyst of both APF and NAF for the Management Support Directorate within FMWRC.

Answers to ServSafe Questions

1. b
2. d
3. a

Closing Thought

"Obsess about solutions, not problems"... Donald Trump

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